

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE Washington, D.C. 20231	<u>Docket No.:</u> INS-31875(1) <u>Applicant:</u> HIRSCH, Alan R. <u>Filing Date:</u> October 22, 2003	<u>Serial No.:</u> 10/690,791 <u>Confirmation No.:</u> 5622 <u>Group Art Unit:</u> 1654
INFORMATION DISCLOSURE STATEMENT		

U.S. PATENT DOCUMENTS

Examiner Initial	Patent No.	Issue Date	Patentee	U.S. Class	Sub-Class	Filing Date
	6,395,727	May 28, 2002	Guadagno, et al.	514	211.06	Mar. 17, 2000
	6,387,956	May 14, 2002	Shapira, et al.	514	646	Mar. 24, 2000
	6,291,525	Sept. 18, 2001	Nissen	514	557	Sep. 8, 1999
	5,759,521	June 2, 1998	Hirsch	424	47	Nov. 14, 1995
	5,492,934	Feb. 20, 1996	Hirsch	514	730	Sep. 30, 1994
	5,380,765	Jan. 10, 1995	Hirsch	514	731	Apr. 18, 1994

PUBLISHED U.S. PATENT APPLICATIONS

Examiner Initial	Publication No.	Publication Date	Inventor	U.S. Class	Sub-Class	Filing Date
	2003/0147938	August 7, 2003	Hirsch	424	439	Nov. 27, 2002

FOREIGN PATENT OR PUBLISHED FOREIGN PATENT APPLICATION

Examiner Initial	Document Number	Publication Date	Country	Int'l Class	Sub-Class	Translation (Yes/No)

OTHER DOCUMENTS (Including Author, Title, Date, Relevant Pages, Place of Publication)

Examiner Initial	Non-Patent Document
	Baron RA., <u>In</u> : Psychology, 4 th ed., pp. 118-119. Boston: Allyn and Bacon (1998)
	Bone PF & Jantrania S., Olfaction as a cue for product quality, Marketing Letters 313:289-296 (1992).
	Garner et al., Cultural Expectations of Thinness in Women, Psychological Reports 47:483-491 (1980)

Examiner Initials	Date Considered
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE Washington, D.C. 20231	<u>Docket No.:</u> INS-31875(1)	<u>Serial No.:</u> 10/690,791
INFORMATION DISCLOSURE STATEMENT	<u>Applicant:</u> HIRSCH, Alan R.	<u>Confirmation No.:</u> 5622
	<u>Filing Date:</u> October 22, 2003	<u>Group Art Unit:</u> 1654

Examiner Initial	Non-Patent Document
	Hirsch, A.R. & Gomez, R., Weight reduction through inhalation of odorants, Journal of Neurological and Orthopedic Medicine and Surgery 16:26-31 (1995)
	Hirsch, A.R. & Gay, S., The effect of ambient olfactory stimuli on the evaluation of a common consumer product, Chemical Senses 16: 535 (1991)
	Hirsch, A.R., & Gruss JJ., Ambient odors in the treatment of claustrophobia: A pilot study, J. Neurol Orthop Med Surg 18: 98-103 (1998).
	Hirsch, A.R., & Johnson L.H., Odors and learning, Journal of Neurological and Orthopedic Medicine and Surgery 17: 119-126 (1996).
	Hirsch, A.R., & Kang, C., The effect of inhaling green apple fragrance to reduce the severity of migraine: A pilot study, Headache Quarterly 9: 159-63 (1998)
	Hirsch, A.R., Effects of garlic bread on family interactions, Psychosomatic Medicine, January/February 62(1): 103-104 (2000)
	Hirsch, A.R., Effects of ambient odors on slot machine usage in a Las Vegas casino, Psychology and Marketing, October 12(7): 585-594 (1995).
	Hirsch, A.R., Demography of olfaction, Proceedings of the Institute of Medicine in Chicago 45:1:6 (1992).
	Lieberman, L.S., Obesity. In The Cambridge World History of Food, ed. Kenneth F. Kiple & Kriemhild Conee Ornelas, Cambridge and New York, pp. 1062-1074 (2000)
	Lindeman, A.K., Quest for ideal weight: Costs and consequences, Medicine & Science in Sports & Exercise 11: 1135-1140 (1999).
	Mehrabian, A. & Russell J.A., The Emotional Correlates of Single Stimulus Dimensions. In An Approach to Environmental Psychology, Boston: The Massachusetts Institute of Technology, pp. 56-76.
	National Heart, Lung, and Blood Institute. Body Mass Index Table. Obesity Guidelines, www.nhlbi.nih.gov/guidelines/obesity/bm-tbl.htm (2001)
	Nezlek JB. Body image and day-to-day social interaction. Journal of Personality 67:793-815 (1999)
	Reis et al., Physical attractiveness in social interaction: II. Why does appearance affect social experience?, Journal of Personality & Social Psychology 43: 979-996 (1982)
	Tovee et al., Visual cues to female physical attractiveness, Proceedings of the Royal Society London, Series B: Biological Sciences 266:211-218 (1999)
	Tovee et al., Optimum body-mass index and maximum sexual attractiveness, Lancet 352:548 (1998).

Examiner Initials	Date Considered
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE Washington, D.C. 20231	<u>Docket No.:</u> INS-31875(1)	<u>Serial No.:</u> 10/690,791
INFORMATION DISCLOSURE STATEMENT	<u>Applicant:</u> HIRSCH, Alan R.	<u>Confirmation No.:</u> 5622
	<u>Filing Date:</u> October 22, 2003	<u>Group Art Unit:</u> 1654

Examiner Initial	Non-Patent Document
	NHLBI, Obesity Guidelines - Full Report, Clinical Guidelines on the Identification, Evaluation, and Treatment of Overweight and Obesity in Adults, The Evidence Report, 218 pages, NIH Publication No. 98-4083, pages vi, and 139-140 (September 1998) at www.nhlbi.nih.gov/guidelines/obesity/ob_gdlns.htm
	Patient and Public Education Materials, National Institutes of Health, Aim for a Healthy Weight, Part 1: Assessing Your Risk, 3 pages, at www.nhlbi.nih.gov/health/public/heart/obesity/lose_wt/risk.htm (printed 10/21/03)
	About Body Dysmorphic Disorder, BDD, Eating Disorders, HealthyPlace, Inc., body.dysmorphic.disorder: when.the.mirror.lies, 3 pages (2000) www.healthyplace.com/Communities/Eating_Disorders/peachlovehope/bdd.html
	NAMI, Ask the Doctor: What is Body Dysmorphic Disorder?, National Alliance for the Mentally Ill, 3 pages (1996-2001) www.nami.org/youth/dysmorphic.html
	Slaughter et al., In Pursuit of Perfection: A Primary Care Physician's Guide to Body Dysmorphic Disorder, American Family Physician, 6 pages (1999) www.aafp.org/afp/991015ap/1738.html
	Fragrance Net > Search Results, Product Search, 32 pages (1997-2002) www.fragrancenet.com/cgi-bin/search.cgi?search=full&gender=--&price=--&scent=--&classification=--
	Aromatherapy Essential Oil Descriptions, Essential Oil Descriptions, 11 pages, SunRose Aromatics (1997-2002) www.sunrosearomatics.com/eodesc.html
	Flavorchem Inc., Essential Oils, 2 pages, www.flavorcheminc.ca/Essentialoils.htm (printed 8/28/02)
	Flavor & Fragrance Ingredients - Essential Oils from Uhe, Flavor and Fragrance Ingredients, George Uhe Company, Inc., 2 pages, (1998-99) www.uhe.com/essentialoils.htm
	IFTP, Find A Fragrance (floral type fragrances), 1 page, www.iftfragrances.com/scripts/cgiip.exe/Wservice=ift/find.html?categories=Floral&product=End+Pro.. (printed 7/29/02)
	IFTP, Find A Fragrance (spice/oriental type fragrances), 1 page, www.iftfragrances.com/scripts/cgiip.exe/Wservice=ift/find.html?categories=Spice%2Foriental&product=.. (printed 7/29/02)
	Cinnabar for Women by Estee Lauder, Fragrance Corner.Net, 1 page, www.fragrancecorner.net/perfumes/cinnabar-for-women.htm (printed 8/28/02)

Examiner Initials	Date Considered
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

Patent

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE Washington, D.C. 20231 INFORMATION DISCLOSURE STATEMENT	<u>Docket No.:</u> INS-31875(1)	<u>Serial No.:</u> 10/690,791
	<u>Applicant:</u> HIRSCH, Alan R.	<u>Confirmation No.:</u> 5622
	<u>Filing Date:</u> October 22, 2003	<u>Group Art Unit:</u> 1654

Examiner Initial	Non-Patent Document
	IFF Ingredients Search Results, International Flavors & Fragrances, 1 page, www.iff.com/Ingredients.nsf/IngredientSearch?SearchView&Query=spic* (printed 8/28/02)
	IFF Ingredients Search Results, International Flavors & Fragrances, 1 page, http://www.iff.com/Ingredients.nsf/IngredientSearch?SearchView&Query=floral* (printed 8/28/02)
	Welcome to Givaudan's Fragrance & Flavor Ingredients site!, Search Results for Floral, Givaudan, 3 pages, http://ingredients.givaudan.com/appl/fib/fib.nsf/(SearchSite)?OpenAgent&Query=floral (printed 8/28/02)
	Essential Oils (N-Z), Pure Essentials 4 pages, http://www.pureessentials.com/essential-oils--n-z-.html (printed 7/29/02)
	Conditions A to Z - Smell Your Way to Weight Loss?, 5ChannelCincinnati.com, "Smell Your Way to Weight Loss, Study Finds Certain Scents Make You Crave Less," 1 page (1999) www.channelcincinnati.com/sh/health/conditionsaz/news-health-990524-220621.html
	Stan Freberg Here - Stan's Book Review: Scent-sational Weight Loss (Pt. 1), Stan Freberg/Freberg.Ltd., 2 pages (1996), http://members.tripod.com/~LeeMichaelWithers/sfh11_11_96.htm
	Hirsch, Alan R., Scentsational Sex, The Secret to Using Aroma for Arousal, 180 pages, Element Books, Inc., pages 122-146 (1998)

Examiner Initials	Date Considered
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	